EBBSFLEET'S SOCIAL VALUE IMPACT

2024/25

Ebbsfleet DEVELOPMENT CORPORATION

EBBSFLEET GARDEN CITY

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Social value in Ebbsfleet

Maximising the positive impact of Ebbsfleet's development for local people.

The creation of a new community in Ebbsfleet is a long-term project that will require significant investment over many years.

This regeneration is being supported by both public and private sector partners, including Ebbsfleet Development Corporation (EDC) and a broad network of investors and suppliers.

As one of the UK's largest regeneration schemes, Ebbsfleet Garden City is not only delivering much-needed homes but is also being developed to benefit local communities. Adopting a 'whole-place based' approach, the project aims to generate diverse employment opportunities, improve the natural environment, and create spaces for culture and recreation.

We are committed to ensuring that local residents and businesses feel the positive effects of this investment. Within this, EDC seeks to create added social value from the goods and services it commissions.

The Corporation's ambition for social value encompasses more than the obligations of the Social Value Act 2012, which requires public authorities to embed social value into procurement of contracts. The approach adopted, means the social value generated by all participating suppliers, housebuilders and developers involved in the regeneration of Ebbsfleet, as well as by the Corporation itself, is captured and the benefits for local people are reported.

The Corporation uses The Social Value Portal to record and report on the social value generated by contributing organisations. This report provides a summary of the positive impact on local communities who benefit from these activities and initiatives.

This is the third annual social value report produced by EDC and covers contributions generated between April 2024 and March 2025.

The report showcases the power of social value in action, under the three pillars of sustainable development: economy, community and environment.

The social value delivered across Ebbsfleet in the period April 2024 – March 2025 has an equivalent monetary value of £20,389,612. This is a substantial increase from that generated in the previous year and means that the cumulative social value generated for the communities of Dartford and Gravesham since January 2022 is now over £52m.

Generating social value

Contributions to the social value EDC records and reports are calculated from three main sources. The first is EDC's placemaking activities and investment, where we can demonstrate that there is a direct benefit to one of the three themes of economy, community or environment. The second is from suppliers of goods and services to EDC who commit to contributing social value as part of, and in addition to, their contractual obligations to provide procured goods and services, and the third contribution is from other delivery organisations, such as housebuilders and contractors who are investing in Ebbsfleet's regeneration.

Our procured suppliers social value activities + EDC's own activity and direct investment + Housebuilder and developers activities

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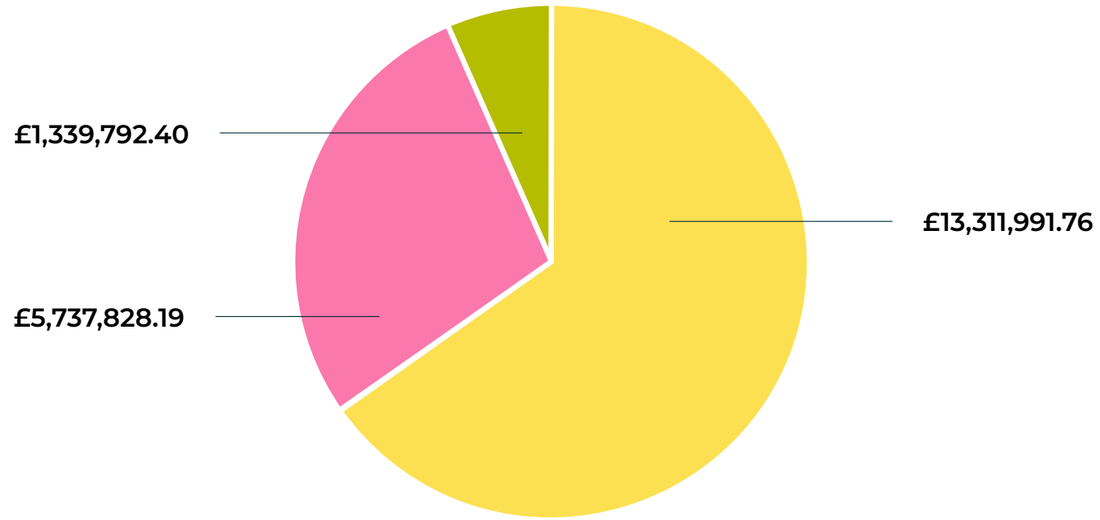
Whole place-based social value

Breakdown for 2024/25 period

Housebuilder & developer investment	£12,012,640
EDC's activity and investment	£8,350,965
EDC suppliers	£26,005
Total 24/25	**£20,389,620**

Social value impact by theme

In 2024/25 the total social value generated, across the 3 themes of economy, community and environment was:



Economy

EDC has an ambition of increasing skills, supporting people into jobs and apprenticeships, and developing a talent pipeline of young people wanting to work in the built environment sector. EDC funds a number of programmes to create these opportunities, which not only assist local people into jobs, but also help ensure the supply of a skilled and qualified workforce for the housebuilders and developers.

Highlights over the year to March 2025, EDC's programmes achieved:

- **78** careers sessions for **2,172** students across **13** schools (with Construction Youth Trust)
- **Work experience** for 4 students and 1 university intern
- The North Kent Apprenticeship Event with **685 visitors** and **39 employers**
- Training for **16** local people, with **9** entering construction **jobs**
- Support for **8 apprentices** and graduate trainees from 6 companies

These programmes and case studies show the importance of social value and the benefits it can bring to individuals, their families and wider society. Jobs, skills, and continued learning enhance economic competitiveness, aid employee retention, and ultimately contribute to economic growth; they also promote long-term prosperity and resilience within communities.

Long-term commitment to local people

Erith Contractors, based in Ebbsfleet for **11 years**, have played a key role in land remediation and road infrastructure for housing. As a long-term regeneration partner, they are **committed to local employment**, with 75 staff from Dartford and Gravesham – 13% of their 577-strong workforce.

They currently support **4 apprentices** (2 groundworkers, 1 site supervisor, 1 site administrator) and a graduate trainee, demonstrating this long-term commitment. Apprentice Alex's experience has helped him build skills in health and safety, interpreting site drawings, and machinery operation.

Another standout example of Erith supporting long-term unemployed and disadvantaged young people, is Kali, a Dartford resident who joined Erith via the Prince's Trust in 2011. With no prior industry experience, he has progressed to Site Manager and won Demolition Manager of the Year at the NFDC Awards, praised for his journey from labourer to leader.

Erith also **supports local education** and employment initiatives, including:

- Careers fairs in schools
- Prize donations for the Kent FE Skills Competition
- Collaboration with EDC on employment and apprenticeship programmes

The benefits of a local workforce

A local workforce is essential to building Ebbsfleet in a way that prioritises economic and social benefits – by ensuring well-paid, highly skilled, and stable jobs are available to residents of Dartford and Gravesham.

As in previous years, local jobs continue to generate the highest social value across housebuilders, developers and sub-contractors with 321 local residents of Dartford and Gravesham Boroughs employed, plus another 19 local residents working directly for EDC.

These figures underscore the significant economic benefits that arise when employers actively support and promote the hiring of local residents, whether seasoned professionals or new entrants learning their trades.

The following table shows the breakdown of key developers' local workforce in 2024/25.

Breakdown of participating developers' and contractors' local workforces in 2024/25:

Supporting apprenticeships

Housebuilders, developers and their sub-contractors employed more than **55 apprentices** in 2024/25, who received a total of **2,886 weeks** of apprenticeship training worth over **£726,000** of social value benefit.

Apprentices now count for **16.7%** of the workforce, a huge achievement which will ensure people have the right skills needed to support the regeneration of Ebbsfleet.

North Kent apprentice event

The 4th North Kent apprentice event, held in February 2025 at St John's Catholic Secondary School, attracted **685 visitors** and featured **39 employers and training providers**. Open to students, parents, and the wider community, the event aimed to raise awareness of apprenticeship pathways and opportunities in the region.

EDC's employability programmes

To support local employment and skills development in Ebbsfleet, EDC funded two week-long construction training programmes in 2024/25, delivered by O'Halloran & O'Brien (OHOB). Aimed to assist unemployed or low-paid residents into work, the course included:

- Health and safety qualifications
- Vehicle marshaller test
- CV writing workshops
- Employer engagement
- CSCS Green Card certification

Of the 16 participants, **13 completed the course** and **9 secured jobs** within three months–7 with OHOB on sites in Chatham and West Malling.

One participant, Christopher, praised the training for boosting his confidence and helping him apply prior skills in steel fixing.

"The training course prepared me for site rules particularly and I now feel confident I can progress relatively far. The best skills I learned were steel fixing as I'd had experience in this before and am now using them on site."

The programme's success highlights OHOB's effective approach to preparing individuals for careers in construction through practical, hands-on learning and essential certifications.

Developing a talent pipeline

Kent Further Education Skills Competition

In March 2025, the KFE4Skills Competition showcased the talents of students from the FE Colleges across Kent, with **hundreds** competing in over **20 industry categories**.

North Kent College's Gravesend Campus hosted the Traditional Trades Competition, featuring brickwork, carpentry, plumbing, painting & decorating, and more. The event received strong support from the Ebbsfleet local supply chain:

- **Flahive Brickwork** donated bricks
- **Chartway Partnerships Group** provided timber
- **Erith Group** sponsored prizes (Screwfix vouchers)
- EDC contributed £1,500 towards materials

Kevin Flahive, Managing Director of Flahive Brickwork, supported the event to emphasise the importance of promoting construction careers to address industry skills shortages.

Law taster day

In summer 2024, Gowling WLG, EDC's legal planning advisers, hosted a Law Taster Day for **21 Year 12 students** from seven local secondary schools. Held in Central London, the event included:

- Introductions to Gowling WLG staff and insights into legal career pathways
- A land acquisition **negotiation exercise**
- Group presentations and a **networking lunch** with partners and lawyers, where students asked questions about legal careers

The day not only developed teamwork, communications skills and an understanding of the sector, but also inspired students to continue investigating pathways into law, with one student gaining further work experience during the summer holidays.

Building future skills

EDC has funded Construction Youth Trust (CYT) to develop a talent pipeline of young people interested in careers in the built environment. In December 2024, CYT's Building Future Skills programme engaged **27 Year 12 students** from St John's, Stone Lodge, and Wilmington Academy in a three-day experience, including:

- A tour of Ebbsfleet's development sites
- A **site visit** to Alkerden Education Campus, hosted by Graham
- **Career discussions** with EDC staff and employers
- **Mock interviews**
- A **group project** designing and modelling a school

Impact highlights:

- **89%** improved their knowledge of career options
- **100%** understood employer-valued skills
- **88%** felt they had developed these employer-valued skills
- **70%** reported increased confidence

Since January 2022, CYT has reached over 7,800 young people across Dartford and Gravesham, promoting construction careers and building essential skills like teamwork and confidence.

Young Mambos careers service

In February 2025, Young Mambos CIC, with funding from EDC, launched a free **1-to-1 careers service** for local students during the half-term break. Aimed at addressing limited access to personalised careers advice – especially for students in areas of deprivation – the pilot was hosted at The Observatory and delivered **24 fully booked sessions**.

Local resident Ridwan was not in education, employment or training when he attended a careers 1-2-1 and was unsure of how to start work in construction. He was referred to the EDC employability programme with O'Halloran & O'Brien, where he not only passed all the qualifications, but OHOB were so impressed with his enthusiasm and attitude that they offered him a job.

Community

Ebbsfleet Development Corporation made significant investments in, and supported, the development of healthier, safer, and more resilient communities.

Highlights in 2024/25 included:

- **Over £5.7m** in social value was generated through community assets investments
- **£19,591.77** in Community Fund grants were awarded to **33 community groups** by the **Ebbsfleet Garden City Trust**
- **574 hours** of volunteering supported health and wellbeing initiatives, planting schemes, and arts and culture projects
- **1,045 new users** joined the **BetterPoints app**, bringing the total to **3,773 users**
- A collaboration with **Cohesion+** hosted the **Summer 2024 Fusion Festival** and the annual **Winter Lights Festival**

EDC will continue to support the creation of new community assets in the coming years.

EDC investment in new community assets

In **2024/25**, over **£5.7m** was invested in the **construction and future delivery** of community infrastructure. Due to outdated planning permissions at **Weldon** and **Alkerden**, EDC co-invested to **increase size**, **capacity**, and **sustainability**, involving residents in a **co-design process** to ensure the spaces meet local needs.

At **Weldon**, two community centres are under construction, with completion expected in **winter 2025–26**.

Community engagement played a key role in shaping both the function and design of the two buildings, which together offer a mix of sports, wellbeing, cafe and gathering spaces across the sites.

In the 2024–25 financial year, EDC invested over **£4m** to align these facilities with the '**Space in the Place' best practice model**, which sets the ideal amount of community space to support population growth. Continued investment during the 2025–26 financial period has increased the total funding for the two buildings to **£13m**.

Latimer/Countryside partnerships and the ‘Get Active in Ebbsfleet’ Challenge

Launched in March 2018, the **Get Active in Ebbsfleet Challenge** is a community engagement programme designed to help local residents become more active and lead healthy lifestyles. Delivered through the **BetterPoints app**, the challenge incentivises physical activity – such as walking, running, cycling, and attending local exercise classes – by rewarding users with points that can be redeemed for prizes.

The initiative aims to:

- Increase physical activity levels
- Improve health and wellbeing
- Promote active travel and reduce carbon emissions

As of March 2025, the app has **3,773 registered users**.

The seventh year of the challenge ran from **1 April 2024 to 31 March 2025**, supported by **£51,000 in funding from EDC** and an additional **£9,065 from Latimer/Countryside Partnerships**, a partner in the Ashmere/Western Cross development. To date, the BetterPoints app has helped residents build healthier, more active lifestyles by keeping them motivated and integrating physical activity into their daily routines.

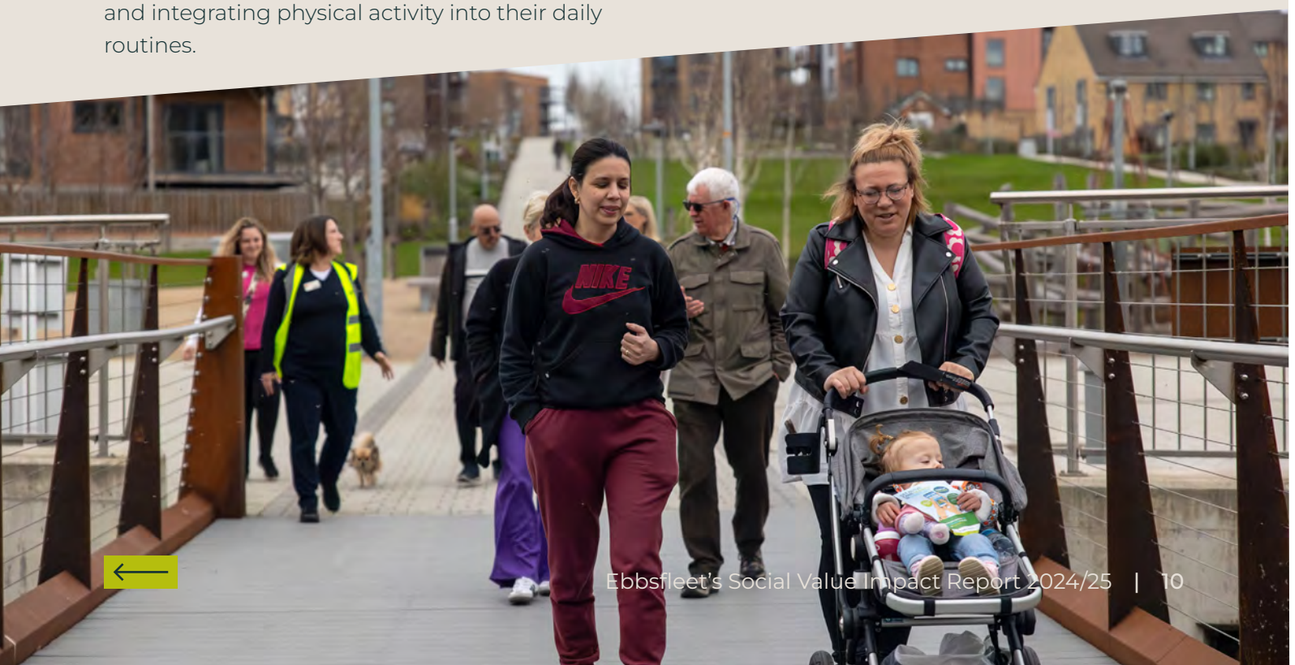
Impact Highlights 2024/25:

- **50%** of participants reported improvements in managing weight
- **76%** said the challenge encouraged them to travel actively instead of driving
- **63%** reported improved mental health
- **24** campaigns, events, and new rewards were launched during the year

A standout initiative was the Public Art Trail Challenge, which encouraged users to walk or cycle between public art installations across Ebbsfleet. An impressive **983 users** completed the trail.

Let’s Clean Up the School Run Challenge encouraged families to walk, wheel, scoot, or cycle to school. The results were:

- **260 participants** from 6 local schools
- **3,519 miles** travelled actively to and from school
- **964 kg** of CO_2 saved
- **371,533** calories burned



The Daily Mile Running Track

In summer 2024, Craylands School approached EDC for funding to install an all-weather running track, supporting efforts to increase physical activity among children. This followed data showing that only 47% of children met the recommended 60 minutes of daily exercise.

EDC contributed £31,078, alongside £5,000 raised by the Friends of Craylands School.

The track was installed in November 2024 and will generate the following benefits:

- **420 pupils** now take part in 15 minutes of daily exercise
- Over **400 community members** also use the facility, benefiting from improved health and wellbeing

The Big Bike Revival

As part of EDC’s commitment to **promoting active lifestyles**, the Big Bike Revival was delivered in partnership with Cycling UK. The initiative aimed to encourage infrequent cyclists to ride more regularly by offering **free bike repairs** and **safety checks**, practical **cycling advice** from a qualified mechanic and two **guided bike rides** to build confidence and introduce local cycling routes.

The programme had a significant impact, enabling nearly **40 bike repairs** and helping residents to feel more confident about cycling in the local area.

Culture and arts

Research shows that engaging with arts and culture contributes to a happier and longer life. In recognition of this, EDC has supported arts, culture, and heritage initiatives for nearly a decade.

During the 2024/25 period, key initiatives included:

- **The Ebbsfleet Citizen's Archive Project**, which captured and preserved local history from Ebbsfleet and its surrounding neighbourhoods
- The continuation of the **Young Person's Design Group**, empowering young people to shape their environment through creative input
- **The Creative Exchange**, a platform for residents to collaborate with local artists, designers, and cultural practitioners

These programmes reflect EDC's commitment to fostering a vibrant, inclusive community where creativity and cultural engagement are central to everyday life.

Bollywood comes to Ebbsfleet

Delivered by **Blueprint Arts** with support from EDC and **Arts Council England**, **The Creative Exchange** is a two-year programme designed to equip residents with the skills and confidence to create and host community-led cultural events.

- Residents are supported to plan, deliver, and attend events that celebrate local creativity and foster connection
- A highlight in 2024/25 was the **Bollywood** event at Eastgate Community Centre, praised for its inclusive atmosphere and ability to bring diverse communities together

One participant shared a personal story of connection, reflecting the programme's success in reducing isolation and building relationships.

This initiative demonstrates EDC's commitment to inclusion, creativity, and community development across Ebbsfleet.

Celebrating the heritage of industries and communities

Led by **Cement Fields** with investment from **EDC** and funding from the **Heritage Lottery Fund**, the Ebbsfleet Citizens' Archive is a **community-led project** co-created by artists, historians, and residents of all ages. It captures and preserves the stories and histories of **Ebbsfleet**, **Greenhithe**, **Swanscombe**, and **Northfleet**.

- Through **thousands** of online and in-person interactions to date, the project has helped build **community confidence**, **wellbeing** and **pride in place**
- Participants have developed skills in **collecting**, **sharing**, and **archiving local history**, uncovering new heritage stories and strengthening community connections
- Feedback has been overwhelmingly positive, with **100% of audiences** rating their experience as '**good**' or '**very good**', highlighting the archive's success in making local heritage **accessible**, **meaningful**, and **empowering**

Environment

EDC's vision is to create a **sustainable**, **future-ready community** where residents can make **healthy**, **low-carbon lifestyle choices**. This long-term approach focuses on:

- **Reducing carbon emissions**
- **Enhancing biodiversity**
- **Promoting active**, **low-carbon living**

Key initiatives in 2024/25:

- **Sustainable Performance Framework**: This is applied to all new EDC developments, with early feedback helping refine and embed the approach
- **Sustainable Assessment Guide**: Outlines how EDC evaluates the sustainability of planning applications
- **Ebbsfleet GreenMap**: An interactive tool showcasing green and blue assets, and opportunities for nature-based interventions, helping residents and stakeholders shape a more sustainable environment

Through strategic investment and innovation, EDC is working to make Ebbsfleet a **greener**, **healthier** place to **live**, **work**, and **visit**.

Ebbsfleet GreenMap – engaging with nature through digital innovation

In collaboration with **Lovell Johns**, and supported by an EDC investment of **£52,000**, EDC launched the **Ebbsfleet Garden City GreenMap** – a digital tool that allows users to explore and interact with green infrastructure across Ebbsfleet.

- Officially launched in **November 2024** with **20 Year 10 students** from Ebbsfleet Academy, who mapped **31 trees of 10 species** in the Observatory grounds
- These trees collectively absorb **over 500kg of CO_2 annually**
- Students gained skills in **data collection**, **mapping**, **tree identification**, **environmental awareness**, and **peer collaboration**

The GreenMap continues to support **community engagement** and **environmental education**, helping residents and stakeholders shape a **more sustainable Ebbsfleet**.

Community tree planting – growing a greener Ebbsfleet

As part of EDC's commitment to a greener, healthier Ebbsfleet, a community tree planting event was held at Springhead Park in February 2025, supported by a £15,000 investment from **EDC** and **Kent County Council**.

- On **14 February**, pupils from **Springhead Park Primary School** took part in a special planting session, learning about **environmental stewardship** and contributing to a legacy project
- The event was then opened to the **wider community**, with **over 300 tree saplings** planted throughout the day
- No prior experience was required, making it an inclusive opportunity for residents of all ages

The initiative promoted **climate-positive action**, **wellbeing**, and **mental health benefits** through time spent outdoors, while enhancing the **local environment**.

A year of support

Allies and Morrison contributed **£5,172.98** in social value to local communities during 2024/25 through a range of economy, community and environmental focused activities, including:

- Staff-led careers fairs, workshops, and presentations at local secondary schools
- Work experience placements for students from Northfleet Technology College and Dartford Science and Technology College
- Participation in the Construction Youth Trust and EDC Building Future Skills workshop for Year 12 students
- Ongoing support for the Ebbsfleet Young Design Group, including a "**Pizza and PowerPoint**" session at their offices
- Creation of a mural for the Intensive Care Unit at **Darent Valley Hospital**
- Donations to local initiatives by North West Kent Countryside Partnership and **MCK Charity's foodbank** in Swanscombe

Allies and Morrison, in collaboration with Cement Fields, hosted a tailored workshop for the Ebbsfleet Young Design Group – a youth initiative involving 16–25-year-olds shaping Ebbsfleet's future through creative engagement. On Saturday, 16 November 2024, **12 participants** and their leader visited Allies and Morrison's Central London studio for:

- Career-focused presentations
- An introduction to the studio's work in Ebbsfleet
- Group activities exploring inclusive public space design, considering diverse user needs (age, ability, gender)

Maximising benefits in the coming year

Maintaining the momentum of 2024/25, EDC will continue to capture and measure social value creation in the coming year and demonstrate the positive impact and benefits **for current**, **future and neighbouring residents**.

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